HORIZONTAL LOGO
The logo was designed to be separated when needed. The preferred usage is as a unit, but in instances where something very small is needed (facebook/twitter bug) or for graphic emphasis, using individual elements will keep the logo fresh and interesting.
The order of the colors within the wheel should not be switched around. There may be very specific exceptions to this where a series of icons are used to create a pattern or other visual element, but when the icon is used on its own or in the logo, the color arrangement needs to be consistent.
BRAND GUIDELINES

DESIGN AESTHETIC
The overall look of materials should be clean and professional with enough white space to allow the graphic elements to be noticeable, readable and effective.

CLEAR SPACE

FONT
A clean sans serif font, like helvetica would be an ideal complement to the logo and overall brand. For digital materials, arial would be an acceptable alternative.

HELVETICA
ABCDEFHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL
ABCDEFHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFHIGKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz